

### **AMENDMENTS TO THE CLAIMS:**

Claims 1-30 are pending in the subject application. Claims 1, 3, 9, 12, 15, 21, and 23 have been amended herein. All claims currently pending and under consideration in the above-identified application are shown below. This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently Amended) A method for optimizing the use of paid placement space in a search results Web page, the method comprising:

monitoring a performance of a paid listing placed for a fee in a search results Web page;

receiving conversion data associated with the paid listing, the conversion data representing sales revenue resulting from a user referral to a destination Web site associated with the paid listing;

calculating a conversion rate, wherein the conversion rate equals the total conversion data over a time period divided by a total number of user referrals over the time period;

receiving a revenue sharing percentage associated with the paid listing, the revenue sharing percentage is a percentage of sales revenues from a user referral to the destination Web site that is used, in part, to determine the fee;

determining a paid yield associated with the paid listing based on the latest performance, ~~and conversion data~~ conversion rate, and the revenue sharing percentage, wherein the paid yield represents sales advertising revenue resulting

from all user referrals to the destination Web site over [[a]] the period of time;  
and

placing the paid listing in the search results Web page based on the paid  
yield.

2. (Original) The method of Claim 1, wherein the user referral to the destination Web site occurs when a user clicks on the paid listing to navigate to the destination Web site, and the performance of the paid listing is a click-through rate, where the click-through rate is derived from a number of times the paid listing is placed in the search results Web page, as compared to a number of times the user clicks on the paid listing after being displayed.

3. (Currently Amended) The method of Claim 1, wherein the placement fee is based, in part, on the revenue sharing percentage ~~a percentage of the paid yield~~ associated with the paid listing.

4. (Original) The method of Claim 1, further comprising selecting the paid listing for placing in the search results Web page based on the paid yield.

5. (Original) The method of Claim 1, wherein the conversion data includes data that captures a monetized event that occurred as a result of the user referral to the destination Web site associated with the paid listing, the monetized event including at least one of a sale of a product, a sale of a service, and another referral to an entity associated with the destination Web site, the entity including at least one of an individual, a business, and another Web site.

6. (Original) The method of Claim 1, wherein placing the paid listing in the search results Web page based on the paid yield includes placing the paid listing having a higher paid yield before the paid listing having a lower paid yield.

7. (Original) The method of Claim 4, wherein selecting the paid listing for placing in the search results Web page based on the paid yield includes selecting the paid listing having a higher paid yield over the paid listing having a lower paid yield.

8. (Original) The method of Claim 5, wherein the conversion data includes a dollar value associated with the monetized event.

9. (Currently Amended) The method of Claim 8, wherein ~~determining a paid yield associated with the paid listing based on the latest performance conversion data, includes~~ calculating the [[a]] conversion rate, ~~where the conversion rate~~ equals the total dollar value associated with the monetized events occurring as the result of user referrals to the destination Web site divided by the total number of user referrals over the period of time.

10. (Original) The method of Claim 9, where the period of time is the time it takes to achieve a predefined number of placements of the paid listing in the search results Web page.

11. (Original) The method of Claim 10, wherein the predefined number of placements is equal to a number of impressions used to measure the performance of the paid listing.

12. (Currently Amended) A paid listing yield optimization system comprising:

a performance data repository containing performance data for a paid listing placed in a search results Web page, the performance data indicating how many times users visited a destination Web site by clicking on the paid listing;

a conversion data repository containing conversion data for the paid listing, the conversion data indicating how much money was generated when a user visited the destination Web site; [[and]]

a revenue sharing percentage repository containing a revenue sharing percentage associated with the paid listing, the revenue sharing percentage indicates a percentage of the money generated by the user visiting the destination Web site that is shared with an advertiser displaying the paid listing; and

a processor to calculate a paid yield associated with the paid listing based on current performance, [[and]] conversion data, and revenue sharing percentage, the paid yield indicating how much money was generated when users visited the destination Web site over a period of time, and to place the paid listing on the search results Web page in exchange for a portion of the paid yield, wherein the portion of the paid yield is based, in part, on the revenue sharing percentage.

13. (Original) The system of Claim 12, wherein the processor is to further select which paid listing to place on the search results Web page in accordance with the latest paid yield.

14. (Original) The system of Claim 12, wherein the performance data further indicates how many times the processor placed the paid listing on the search results Web page, and the processor measures a performance of the paid listing by comparing the number of visits to the number of placements.

15. (Currently Amended) The system of Claim 14, wherein to calculate the paid yield associated with the paid listing includes to calculate a conversion rate equaling an average amount of money generated per visit and to multiply the conversion rate by the performance, and to additionally multiply by the revenue sharing percentage.

16. (Original) The system of Claim 12, wherein the processor receives updates to the conversion data repository from the destination Web site.

17. (Original) The system of Claim 12, wherein the processor receives updates to the conversion data repository from a third party vendor that tracks how much money was generated when the user visited the destination Web site.

18. (Original) The system of Claim 12, wherein the processor receives updates to the conversion data repository from an intelligent agent initiated by the processor when the user clicked on the paid listing to visit the destination Web site.

19. (Original) The system of Claim 12, wherein the conversion data repository includes data associated with different destination Web sites, but conforming to a single common data format.

20. (Original) The system of Claim 12, wherein the conversion data repository includes data associated with different destination Web sites, each destination Web site using a data format specific to that destination Web site.

21. (Currently Amended) A computer-accessible medium having instructions for making optimal use of paid placement space on a search results user interface, the instructions comprising:

recording a number of times a user navigates from a paid listing placed in a search results user interface to a destination Web site associated with the listing;  
capturing a revenue amount of purchases generated at the destination Web site as a result of the user navigation;  
receiving a revenue sharing percentage associated with the listing;  
calculating a paid yield of the paid listing based on the number of user navigations, [[and]] the revenue amount of purchases, and the revenue sharing percentage; and  
placing the paid listing on the search results user interface in exchange for a share of the paid yield, in accordance with the revenue sharing percentage, wherein the placement in the search results user interface is determined, in part, by the captured revenue amount of purchases and the calculated paid yield.

22. (Previously Presented) The computer-accessible medium of Claim 21, further comprising recording a number of times the paid listing is placed in the search results user interface and measuring a performance of the paid listing where the performance is a comparison between the number of times the user navigated to the destination Web site and the number of times the paid listing was placed.

23. (Currently Amended) The computer-accessible medium of Claim 22, wherein the calculating the paid yield includes calculating a conversion rate associated with the paid listing that indicates an average revenue amount of purchases per user navigation and the paid yield equals the conversion rate multiplied by the measured performance, and multiplied by the revenue sharing percentage.

24. (Previously Presented) The computer-accessible medium of Claim 21, wherein the capturing the revenue amount of purchases generated at the destination Web site as a result of the user navigation includes generating an intelligent agent when the user navigates to the destination Web site, where the intelligent agent tracks user activity at the destination Web site and reports back the revenue amount of the user's purchase.

25. (Previously Presented) The computer-accessible medium of Claim 21, wherein the capturing the revenue amount of purchases generated at the destination Web site as a result of the user navigation includes receiving data reporting the amount of the user's purchase.

26. (Original) The computer-accessible medium of Claim 25, wherein the reported data is generated by the destination Web site.

27. (Original) The computer-accessible medium of Claim 25, wherein the reported data is generated by a third party vendor that tracks purchase activity at the destination Web site.

28. (Original) The computer-accessible medium of Claim 25, wherein the reported data is generated in a common format irrespective of the destination Web site with which the data is associated.

29. (Original) The computer-accessible medium of Claim 25, wherein the reported data is generated in a common format irrespective of whether the data is generated by one of a destination Web site, an intelligent agent, and a third party vendor.

30. (Previously Presented) The computer-accessible medium of Claim 21, wherein the capturing the revenue amount of purchases generated at the destination Web site as a result of the user navigation includes capturing a monetized event that occurred as a result of the user navigating to the destination Web site, the monetized event including at least one of a sale of a product, a sale of a service, and a user navigation to an entity associated with the destination Web site, the entity including at least one of an individual, a business, and another Web site.